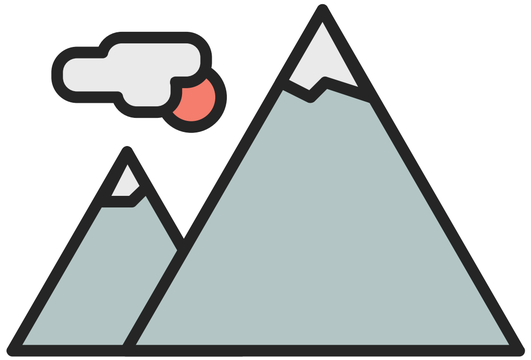
HISTÓRIA DA ARTE E DO DESIGN PARA GAMES

PROF. NIVIA BARBOZA FERREIRA

AGO/2017

ACESSAR E RESPONDER (sem usar espaços): goo.gl/EUAqfe

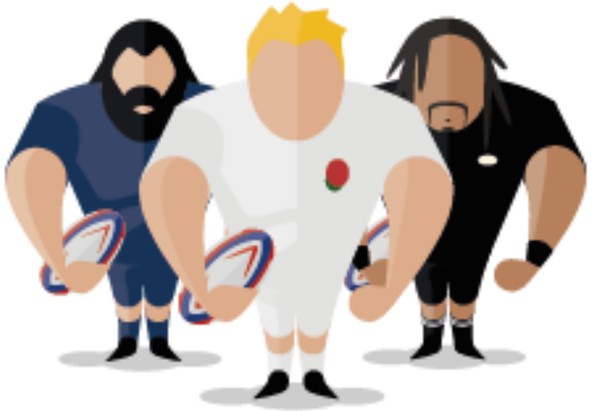
AGENDA



- Apresentação
- Contexto e avisos
- Atividade

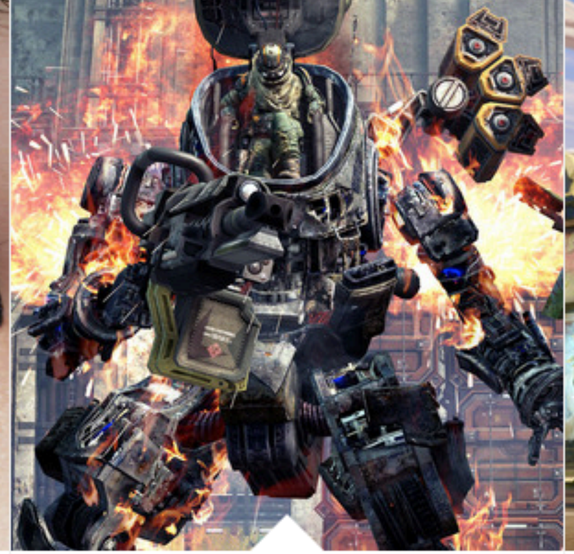
QUEM SOMOS

SUPER RUGBIER



CARREIRAS

ANIMADOR



PRODUÇÃO

SOUND DESIGNER

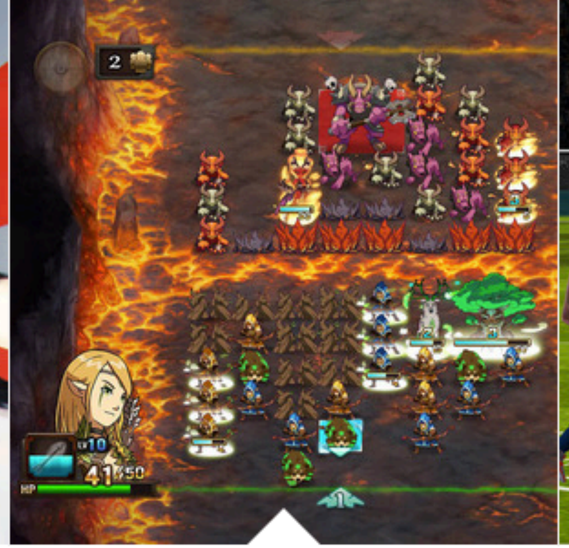
DIR. DE CRIAÇÃO

DESENVOLVEDOR

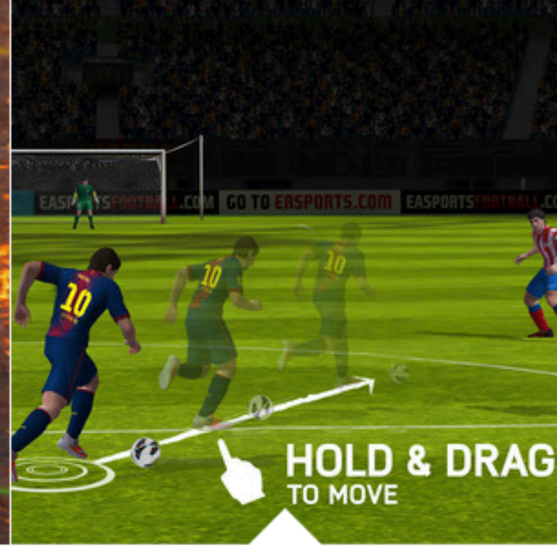
PROD. EXTERNO

CARREIRAS

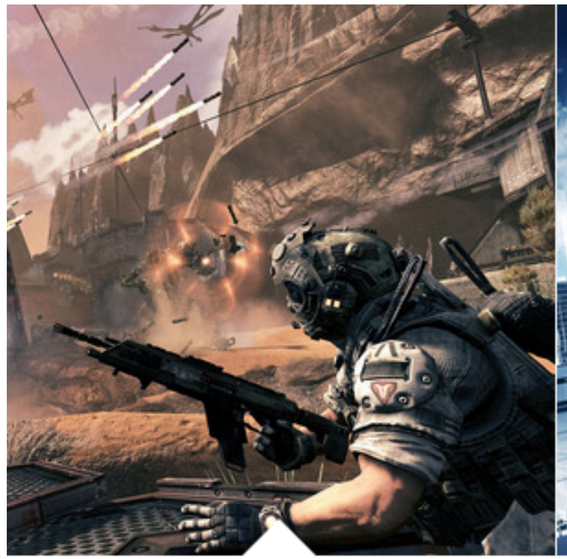
GAME DESIGNER



PROGRAMADOR



ARTISTA GRÁFICO

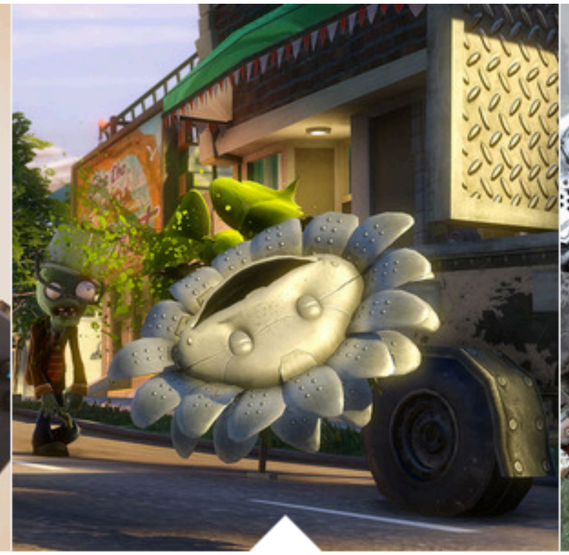


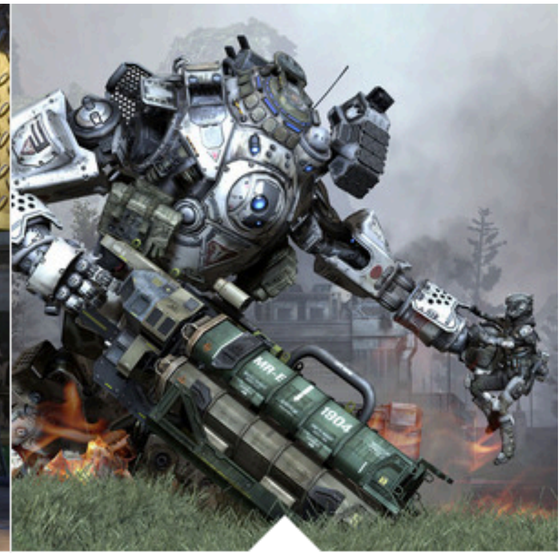
LEAD DESIGNER

LEAD DEV.

LEVEL DESIGNER

CARREIRAS





ESCRITOR/ NARRATIVA

TESTER

ARTISTA TÉCNICO

FONTE: CREATIVE SKILL SET - GAMES
http://creativeskillset.org/creative_industries/games/job_roles/p2

REPERTÓRIO

NARRATIVA
HÍSTORIA

TRILHA SONORA
SOUND DESIGN

ENGINE
MOTOR DO JOGO

GRÁFICOS
CENÁRIO

JOGABILIADE
USER EXPERIENCE

PROGRAMAÇÃO
ENGINE

LEVEL DESIGN
BALANÇO

SISTEMA DE
RECOMPENSAS

TIMELINE

Start

1

Panorama da indústria de games

2

Ecossistema e cadeia produtiva

3

O designer e seus múltiplos papéis

Tipos de jogos

AVENTURA

AÇÃO

ROLE PLAYING GAME (RPG)

ESTRATÉGIA

PUZZLE

ESPORTES

MULTI-PLAYERS

ADULTOS

ADVERGAMES

EDUCATIVOS E APRENDIZAGEM

SIMULADORES

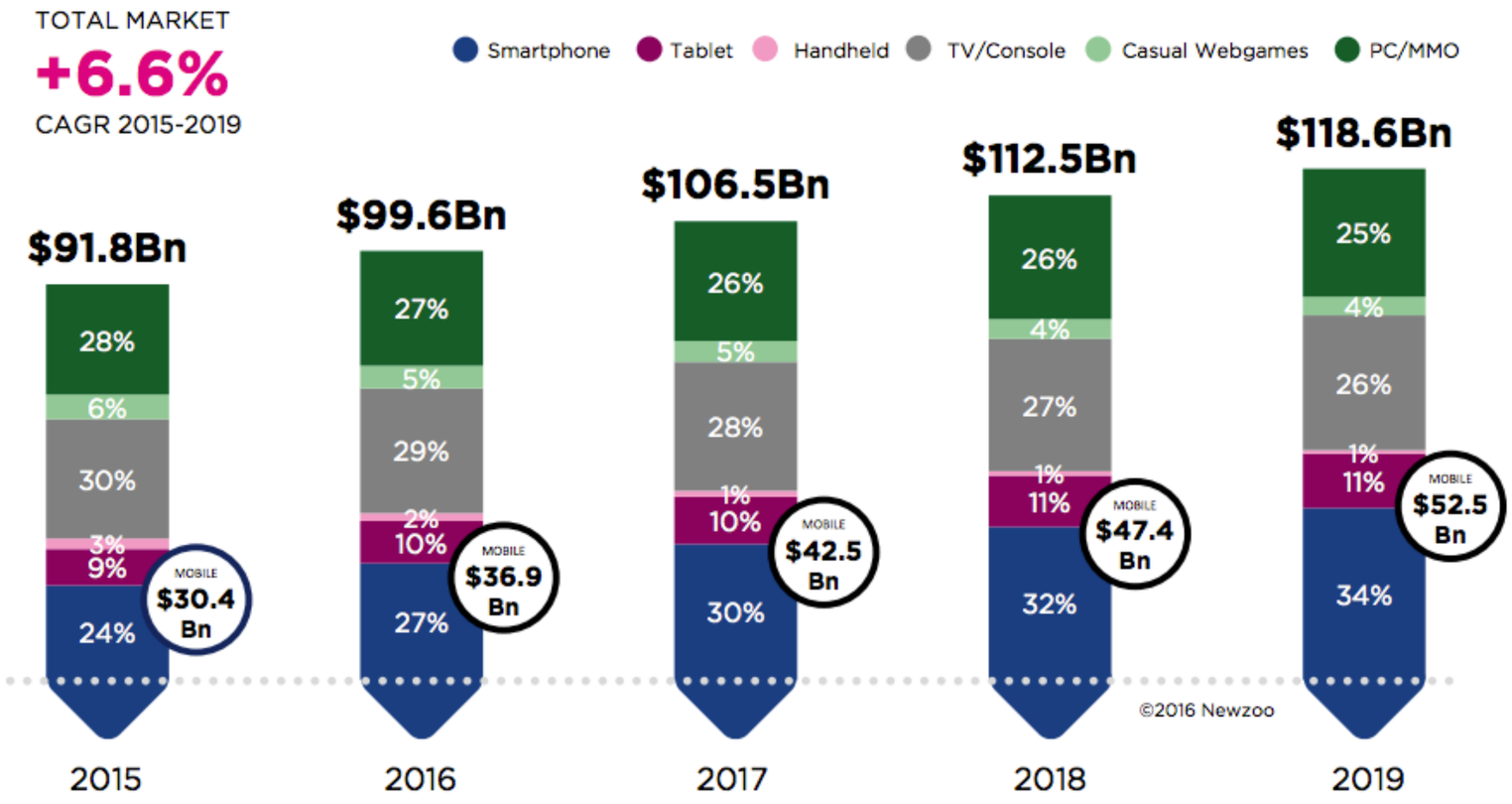
ORGANIZACIONAL

SAÚDE

CENÁRIO MUNDIAL

2015-2019 GLOBAL GAMES MARKET

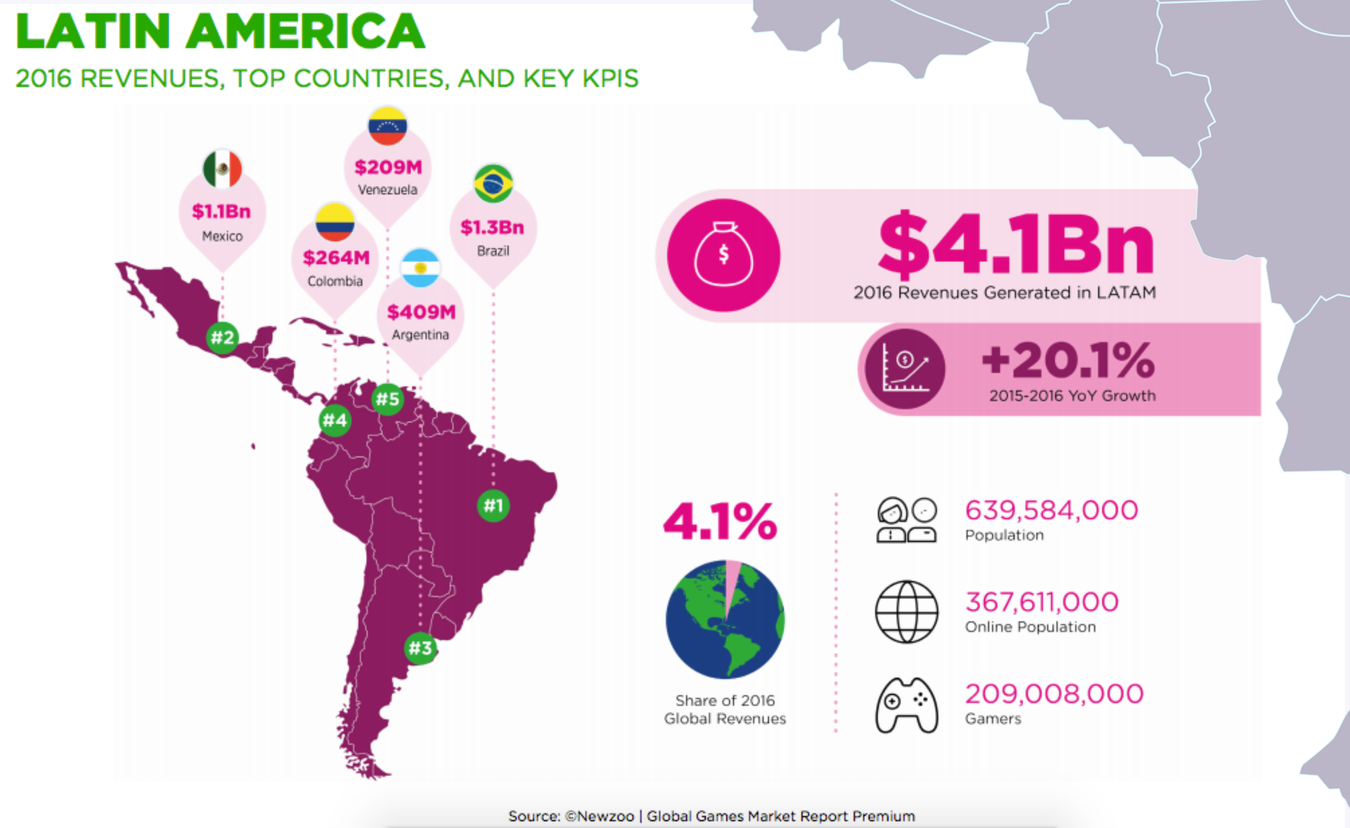
FORECAST PER SEGMENT TOWARD 2019

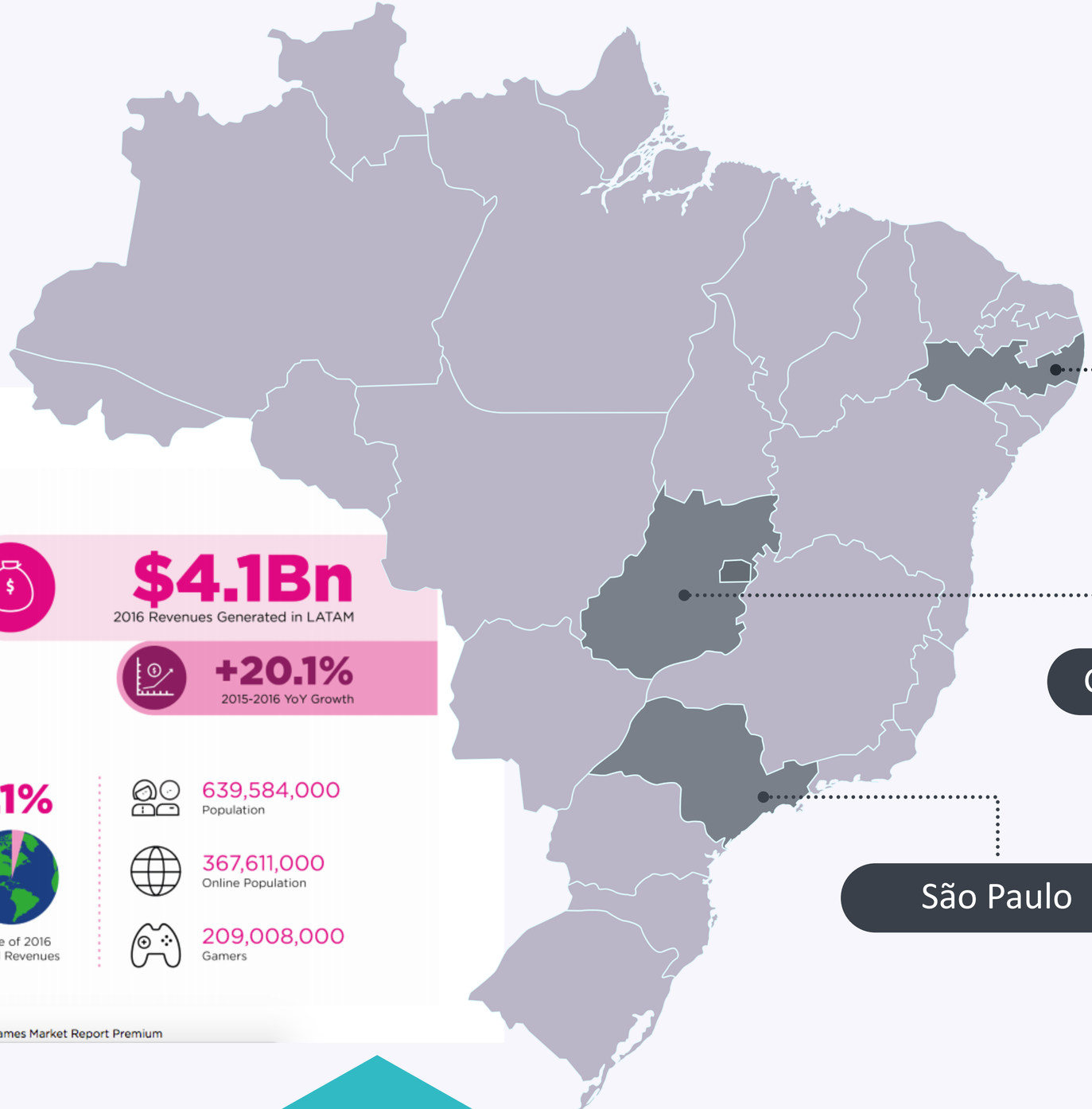


Source: ©Newzoo | Global Games Market Report Premium

NEWZOO.COM

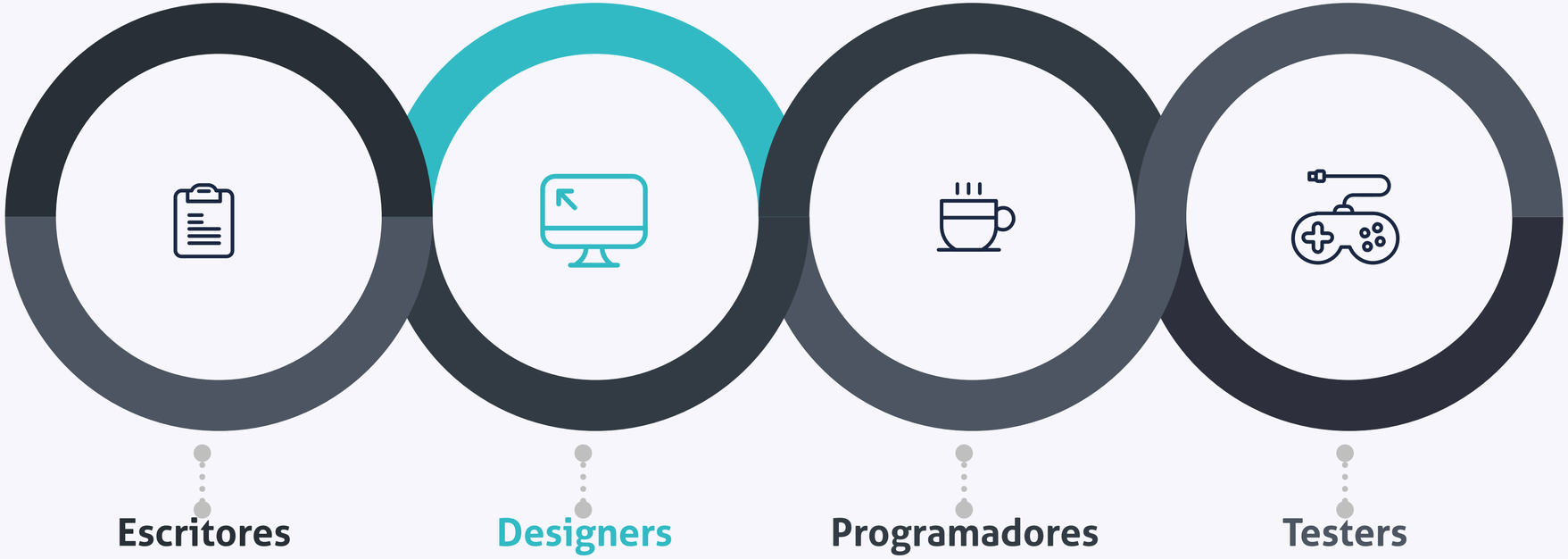
BRASIL
Produção local





ECOSSISTEMA E CADEIA PRODUTIVA

OS MÚLTIPLOS PAPÉIS DO DESIGNER NA INSDÚSTRIA DE GAMES



GAME DESIGNER

Desenvolvimento de:

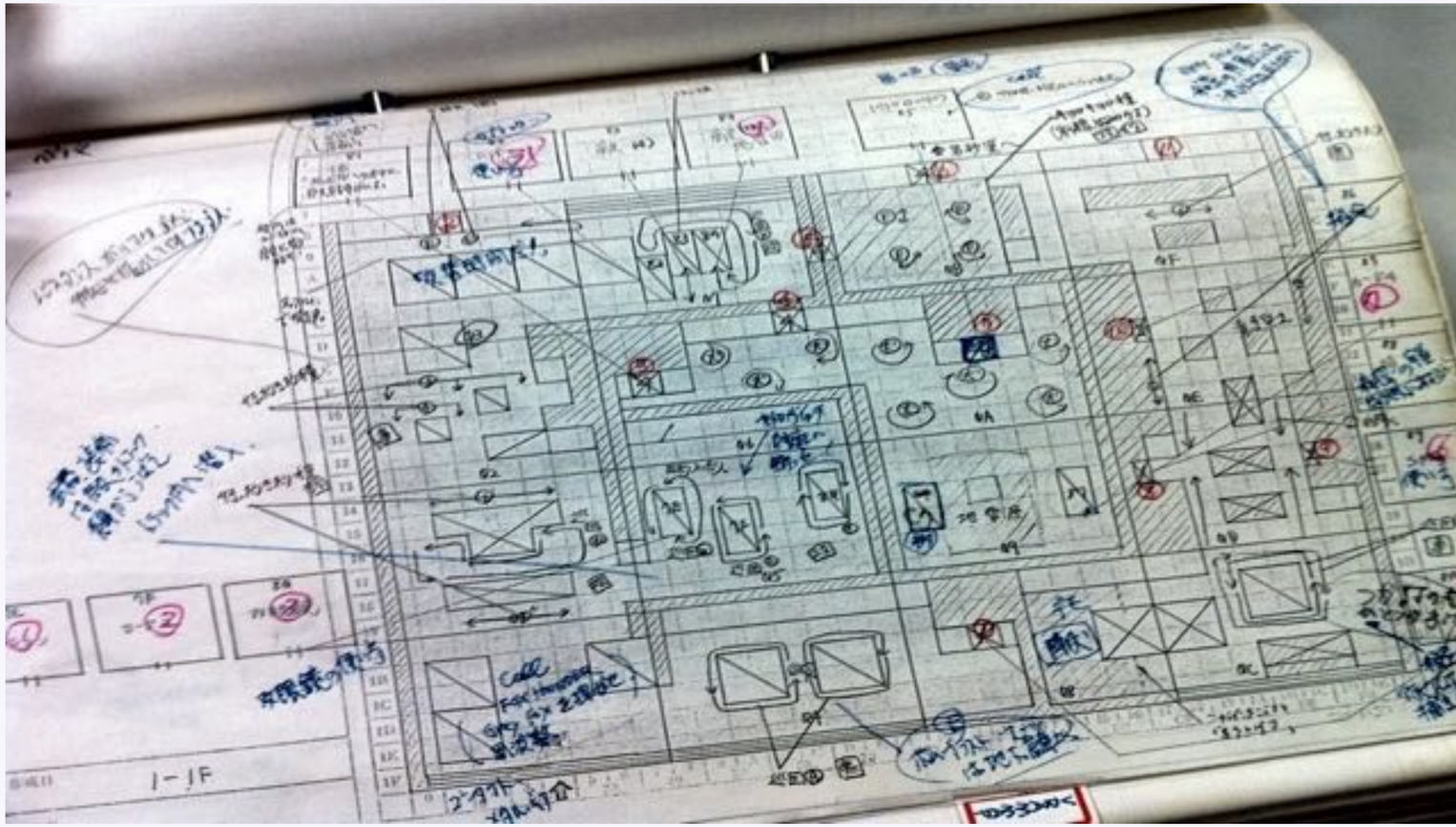
regras

mecânica

level design

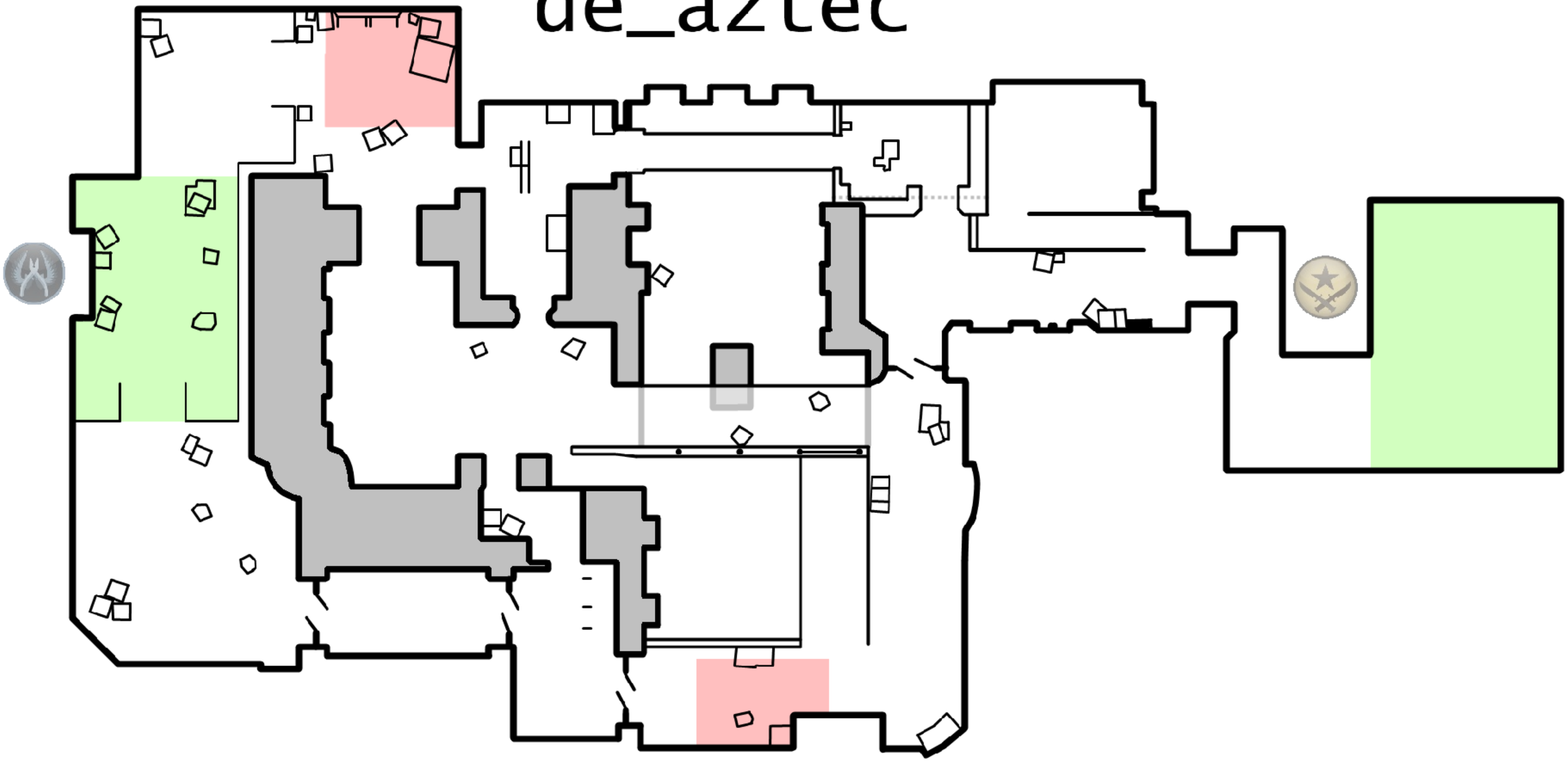
personagens

concepts



fonte: fabricadejogos.net/gdd

de_aztec



Ilustradores

Desenvolvimento de:

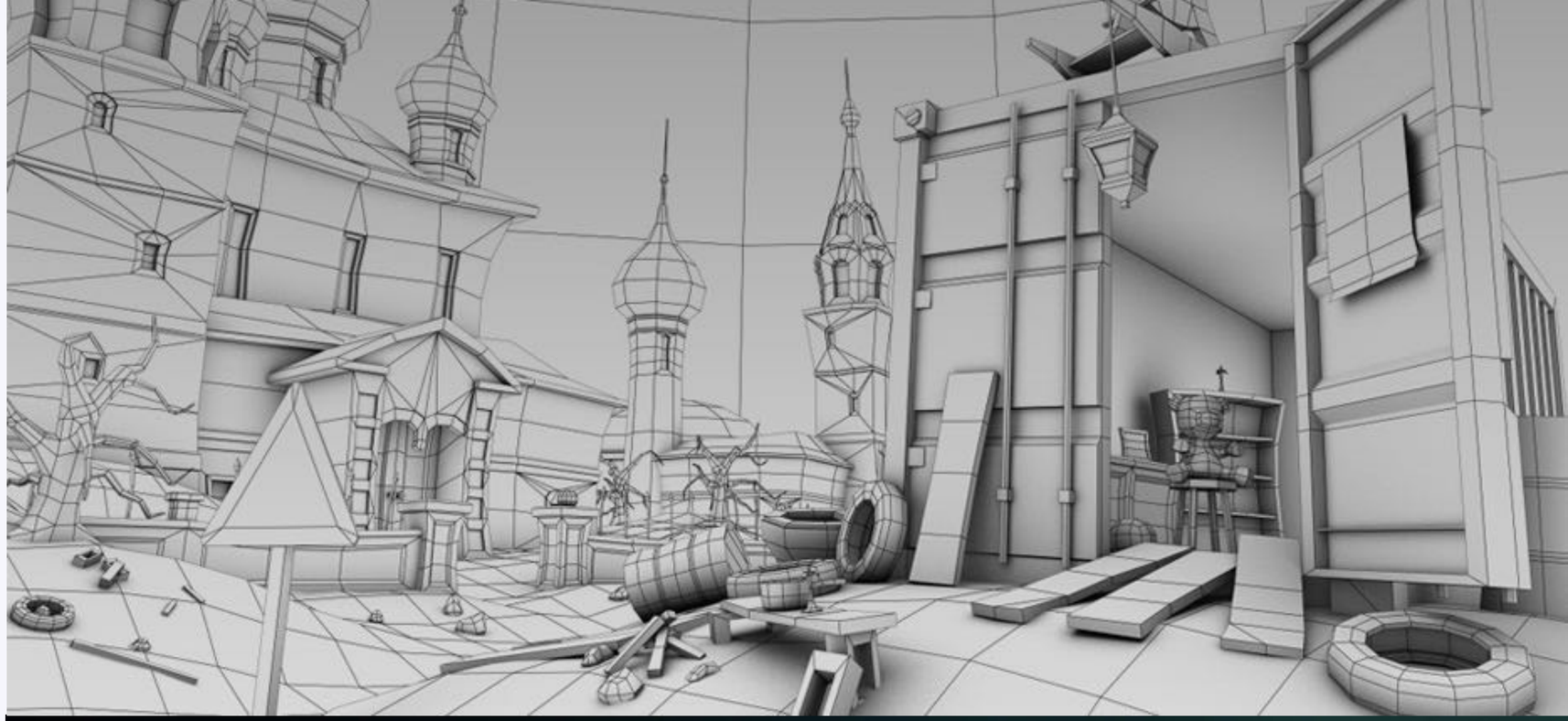
personagens

cenário

itens

Animadores

Modelagem 3d

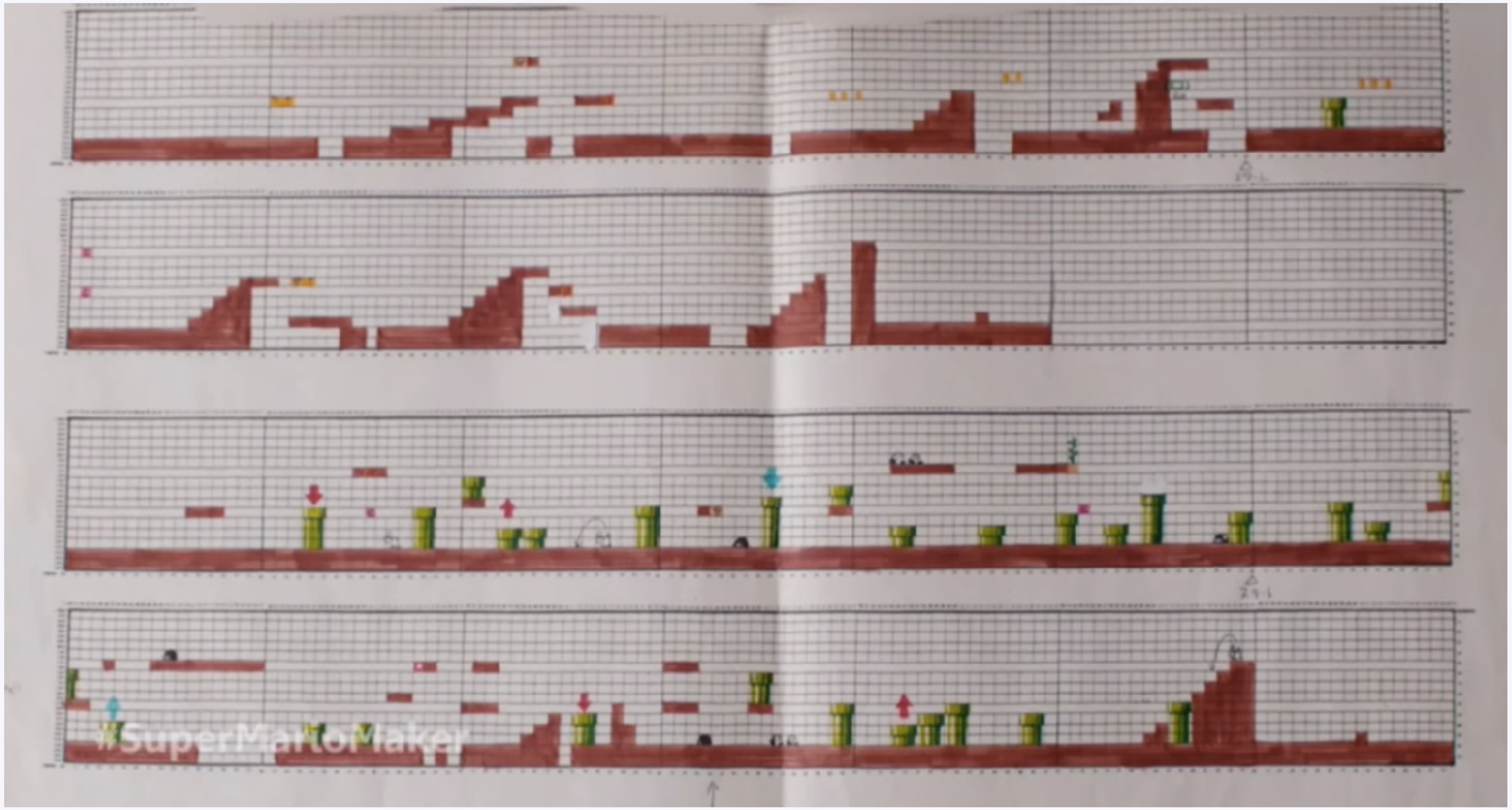


UX DESIGNER / DESIGNER DE INTERFACE

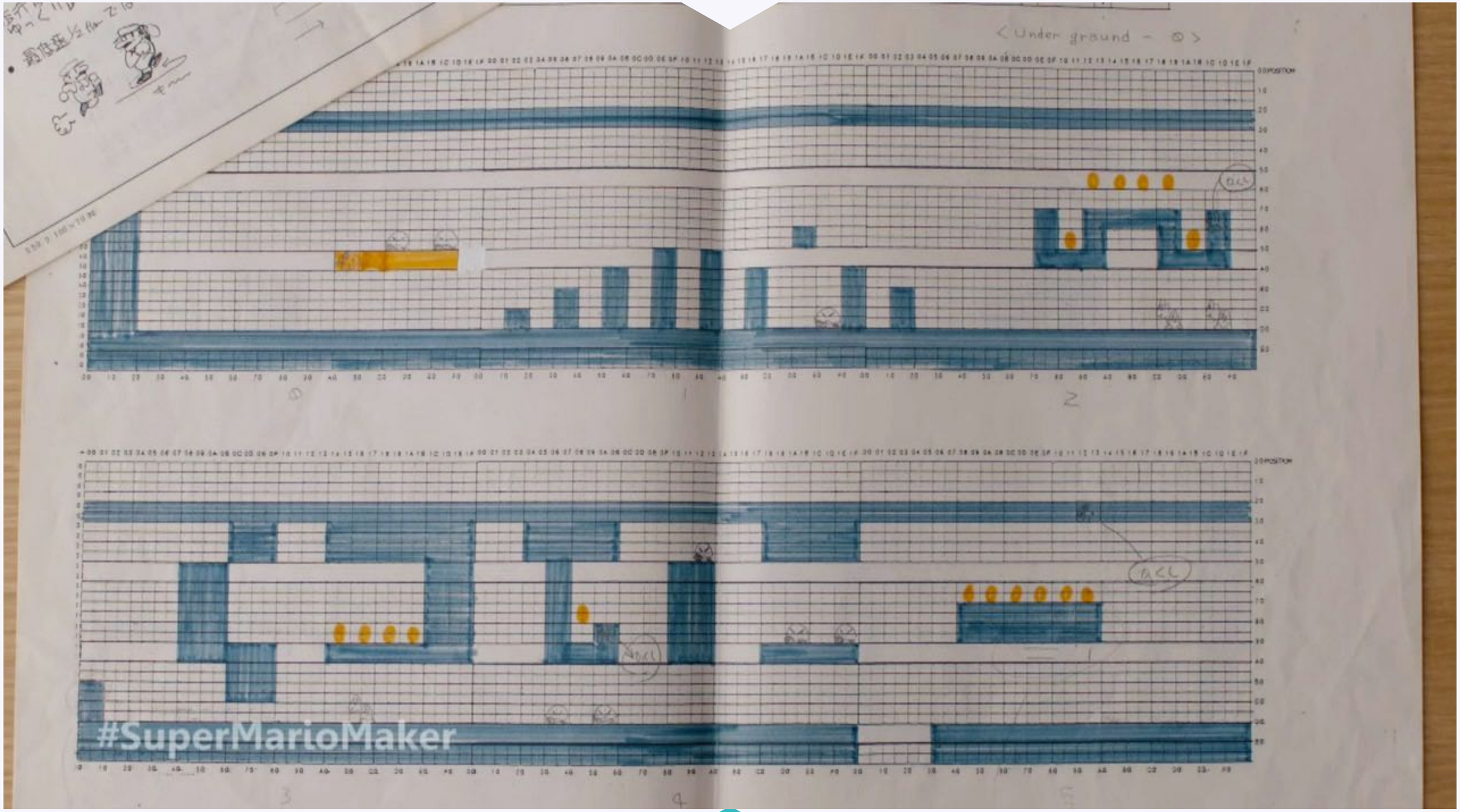
UX DESIGNER / DESIGNER DE INTERFACE

Interface Warface - Crytek

LEVEL DESIGNER



SUPER MARIO MAKER


< Under ground - ⊙ >
#SuperMarioMaker

SUPER MARIO WORLD

Outros papéis

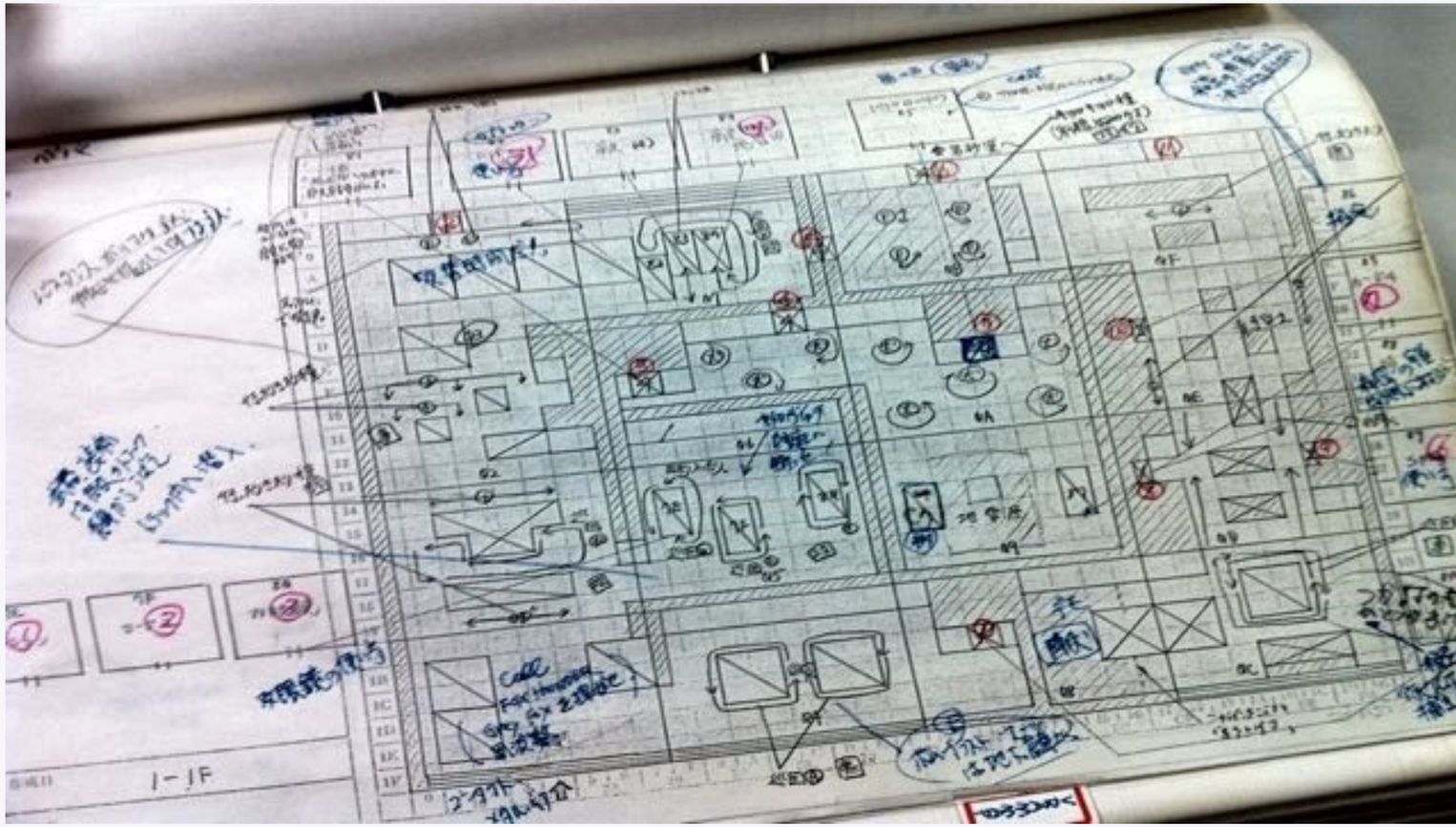
Desenvolvimento de:

Branding

Embalagem

Mídias Digitais

Transmídia



fonte: fabricadejogos.net/gdd

Multidisciplinar

OP ART

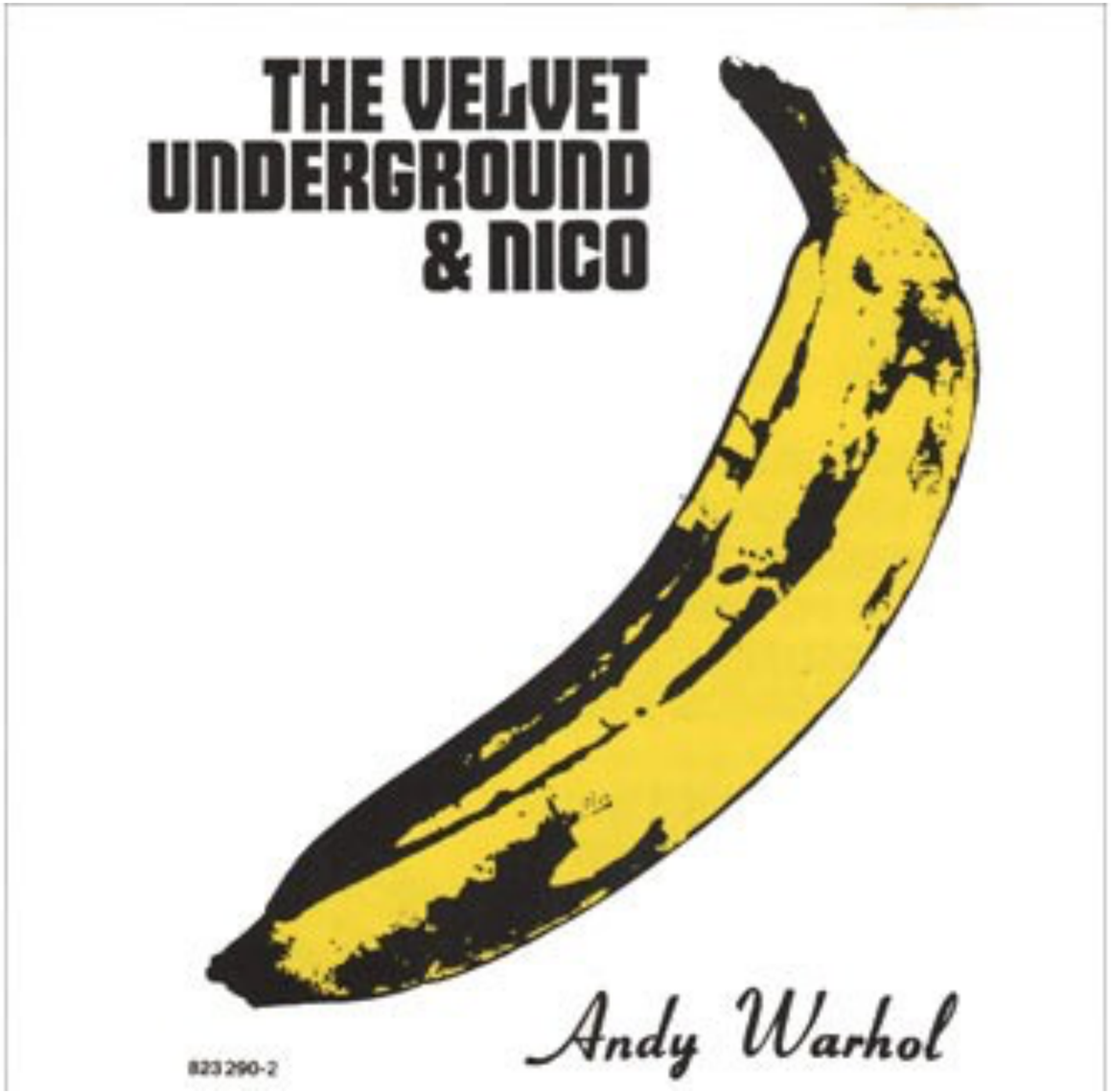
CONFUSO

ILUSÓRIO

CONTRASTES

VICTOR VASARELY
“Zebra”, 1938

POP ART



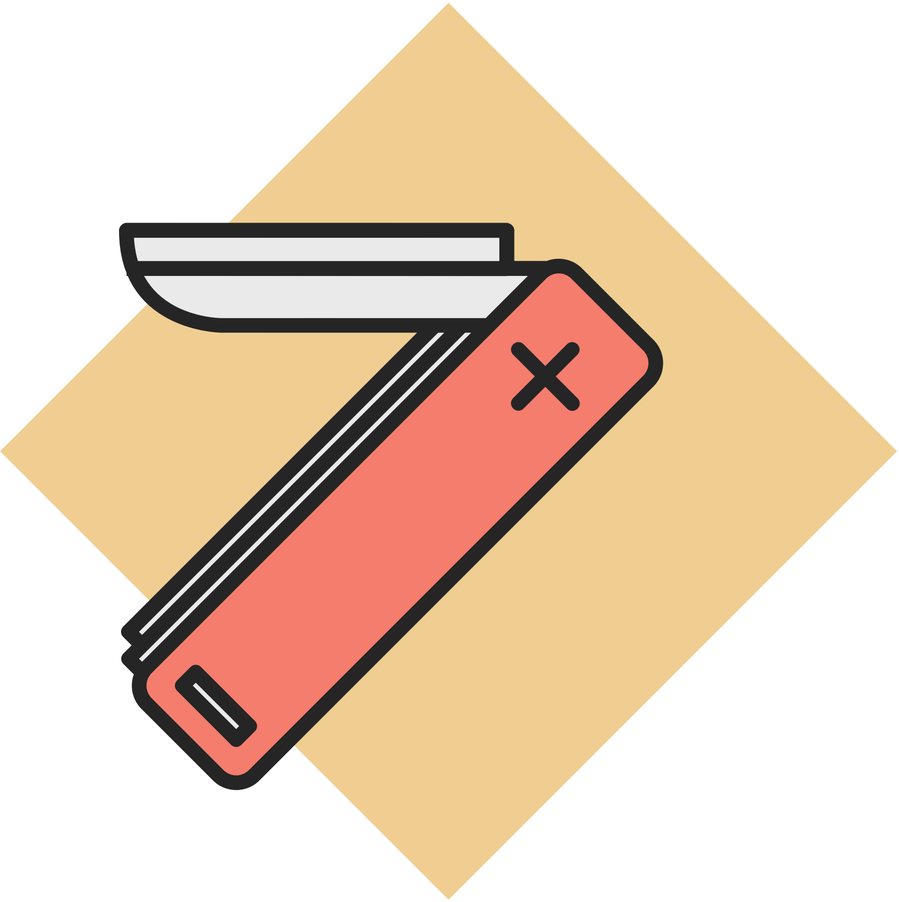
ANDY WARHOL
“Velvet Underground”
1960

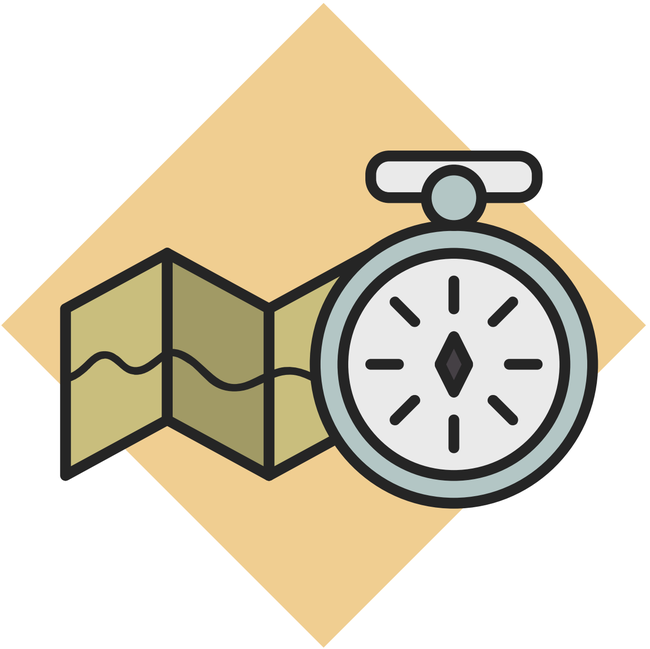
I LOVE TO HATE YOU.
ROTTEN
PUDDIN'

CONTEXTO E AVISOS

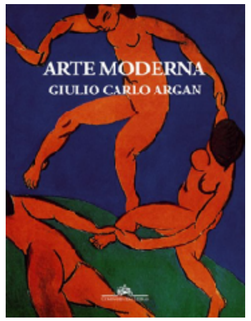
Regras do jogo:

- Autonomia
- Presença, pontualidade e notas
- Comunicação





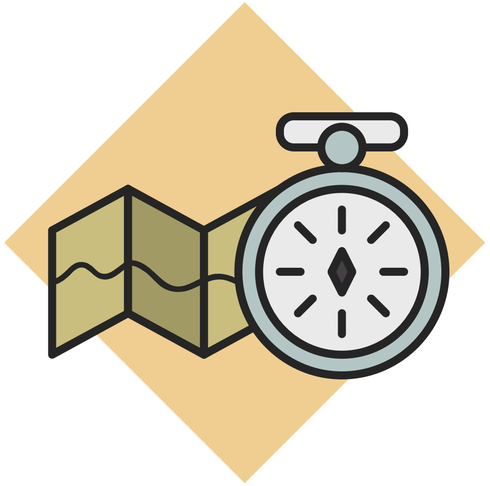
Norte



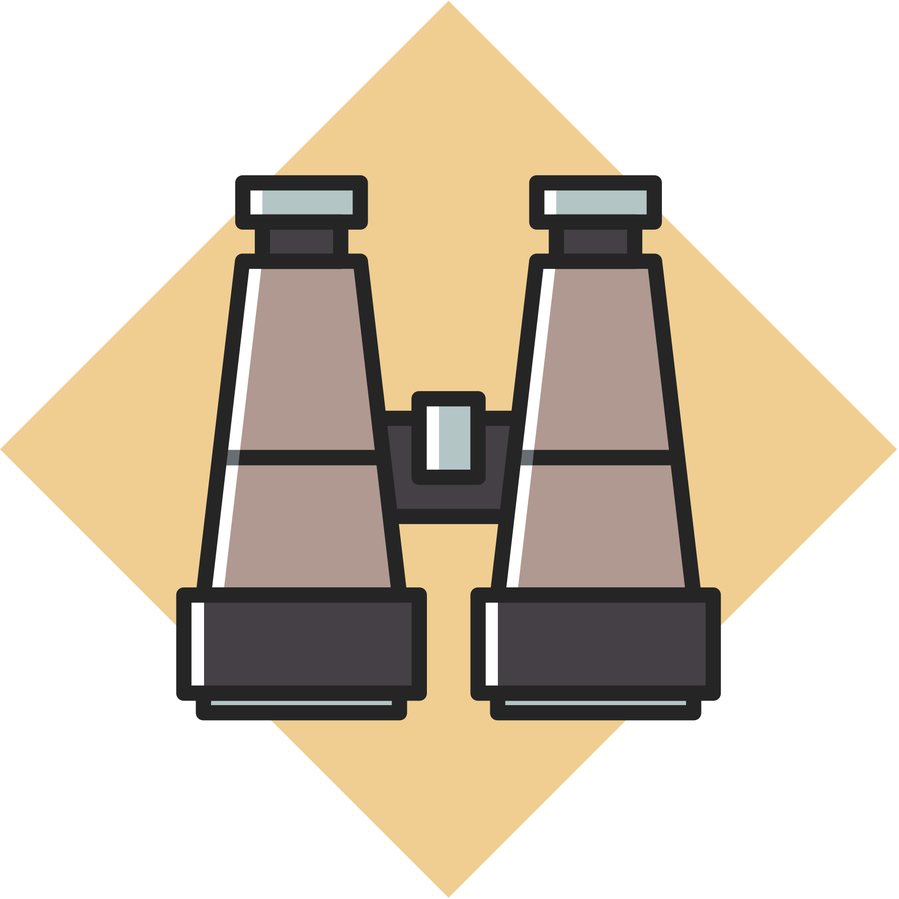
Arte moderna
Giulio Carlo Argan

Design para um mundo complexo
Rafael Cardoso

Arte moderna
Michael Archer



Bibliografia complementar

Design - uma introdução
Beat Schineider

INTERVALO >>
ATIVIDADE